Philips
commercial flat HDTV
with Pixel Plus and Digital
Crystal Clear

37"
LCD

37HF7543

Integrated Flat LCD HDTV for entertainment

and interactive services

Stylish Flat LCD TV with integrated ATSC/QAM tuner gives you HD picture quality with full commercial features. SmartPlug™ interface provides seamless pay-per-view connectivity and the ability to upgrade to new technology.

Vivid, natural and razor sharp images
- Enjoy HDTV that's truer than anything you've seen before
- HD LCD WXGA display, with a 1366 x 768p resolution
- Pixel Plus for detail, depth and clarity
- Digital Crystal Clear provides vivid cinema-like images
- HDMI input for full digital HD connection in one cable

Interactive features
- SmartPlug Xpress & Serial Xpress Control interfaces

Advanced commercial features
- Security Menu Access
- Front Controls Locking
- Volume limitation
- Switch On Channel Programming

PHILIPS
sense and simplicity

Commercial flat HDTV with Pixel Plus and Digital Crystal Clear
37" LCD

37HF7543/37

Specifications

Picture/Display
- Aspect ratio: 16:9
- Brightness: 1000 cd/m²
- Contrast ratio (typical): 500:1
- Diagonal screen size: 37 inch / 94 cm
- Display screen type: LCD WXGA Active Matrix TFT
- Picture enhancement: Pixel Plus, Digital Crystal Clear, Progressive Scan, Comb Filter Digital, Active Control + Light sensor, 3/2 - 2/2 motion pull down, Widescreen Plus
- Screen enhancement: Anti ageing circuit, Anti-Reflection coated screen
- Viewing angle (horizontal): 176 degree
- Panel resolution: 1366 x 768p
- Response time (typical): 16 ms

Supported Display Resolution
- Computer formats

Resolution	Refresh rate
640 x 480	60Hz
800 x 600	60Hz
1024 x 768	60Hz
1366 x 768	60Hz

- Video formats

Resolution	Refresh rate
480p	60Hz
480i	60Hz
720p	60Hz
1080i	60Hz

Sound
- Sound Enhancement: Smart Sound
- Sound System: Virtual Dolby Surround
- Output power (RMS): 2 x 15W

Loudspeakers
- Built-in speakers: 2

Convenience
- Ease of Installation: Auto Volume Leveler, Autostore, PLL Digital Tuning, Plug & Play
- Ease of Use: On Screen Display, Side Control, Smart Picture
- Electronic Program Guide: Gemstar
- Remote control type: RC4342/01
- Picture in Picture: 1 tuner PIP
- Remote Control: Amp, CD, DVD-R, Multi-functional, Sat, TV, VCR
- Screen Format Adjustments: 7 Widescreen Modes, Auto Format, Subtitle and Heading Shift
- Clock: On main display
- Child Protection: Child Lock+Parental Control

Multimedia Applications
- Digital Content Management: Digital Media Reader
- Multimedia connections: USB memory class device
- Playback Formats: JPEG Still pictures, MP3, MP3-pro, Slideshow files (.alb)

Tuner/Reception/Transmission
- Tuner bands: Hyperband, S-Channel, UHF, VHF
- TV system: ATSC, NTSC
- Video Playback: NTSC
- Aerial Input: 75 ohm F-type
- Cable: Digital Cable Ready CableCARD, Unscrambled Digital Cable -QAM

Connectivity
- Other connections: Cable Card Interface, Monitor out
- AV 1: Audio L/R in, CVBS in, RGB+H/V, S-Video Y/C, YPbPr (1, 2, 3Fh)
- AV 2: Audio L/R in, CVBS, S-Video
- AV 3: S/PDIF digital coaxial, YPbPr
- AV 4: HDMI
- AV 5: HDMI
- Front / Side connections: Audio L/R in, CVBS in, Headphone out, S-video in, USB 1.1

Power
- Power consumption: 135 W
- Standby power consumption: < 2 W
- Mains power: AC 108 - 132 V, 60 Hz
- Ambient temperature: 5 °C to 40 °C

Dimensions
- Product dimension (WxDxH) inch: 3.8x24x43.6 inch
- Product weight: 30 kg
- Product weight (lb): 66.15
- Weight incl. Packaging: 35 kg
- Set dimensions (W x H x D): 1105 x 610 x 97 mm

Accessories
- Included Accessories: Table top stand
- Optional accessories: Floor stand

Highlights

HDTV
HDTV delivers exceptional picture quality and real movie-viewing experience that makes television more dynamic, truer than anything you've seen before. It is the latest and best television signal available. It features picture quality more than twice that of traditional analog broadcasts. In order to effectively maximize the HDTV signal, a television must incorporate advanced signal input connectivity and circuitry design.

Pixel Plus
Pixel Plus is a digital picture processing technology that increases the number of lines and the number of pixels. The result is razor sharp pictures with incredible detail and depth, every time from any source.

HDMI input
HDMI makes an uncompressed digital RGB connection from the source to the screen. By eliminating conversion to an analog signal, it delivers an unblemished image. The non-degraded signal reduces flicker and leads to a clearer picture. HDMI intelligently communicates the highest output resolution with the source device. The HDMI input is fully backward compatible with DVI sources but includes digital audio. HDMI uses HDCP copy protection.

SmartPlug & Serial Xpress
The Smartplug interface permits OEM or 3rd party decoders and controllers to interface with the TV.

Security Menu Access
Provides conditional access to installation and configuration settings via a special code or master remote control

Front Controls Locking
Prevents unauthorised access to TV functions

Volume limitation
This feature predefines the volume range with which the TV set is allowed to operate, preventing excessive volume adjustments and avoiding disturbance of next door guests.

Switch On Channel Programming
Perfect for in-house advertising or information channels as it allows to show a predefined channel when the TV is turned on.

Issue date 2009-03-31
Version: 1.0.3
12 NC: 8670 000 22854

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